

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 703937
Alt Order #: 6259807
Product Desc: NELSON FOR SENATE
Estimate: 542
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/01/12 / 08/01/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	27	\$18,045.00	\$15,338.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$18,045.00	\$15,338.25	0.00
Totals	27	\$18,045.00	\$15,338.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	45%	\$18,045.00
Market	100%	\$40,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,203.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,827.00
WJXX	6%	\$2,406.00
WTEV	19%	\$7,619.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/09/12	08/09/12	530a-6a 530a-6a	CM	530a-6a	---T---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---			1			\$400.00		0.00			
E 2	WTLV	08/13/12	08/13/12	530a-6a 530a-6a	CM	530a-6a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----			1			\$400.00		0.00			
E 3	WTLV	08/08/12	08/10/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--W-F--	:30	2	\$735.00	P-1	0.00	NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W-F--			2			\$735.00		0.00			

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Estimate: 542

WTLV-TV

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